



THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 5, No. 3

P. BALLANTINE & SONS

April 1961

BLOOD BANK COLLECTION ON NOW

Story on Page 3

MEN'S BOWLING ROLL-OFFS MAY 12

Story on Page 4



Baseball Fans. Lyndon B. Johnson, Vice President of the United States, center, chats with Ballantine Assistant General Sales Manager Carl S. Badenhausen, right, and General E. R. "Pete" Quesada, President of the new Washington Senators baseball club, at "welcome home" luncheon for the Senators. The luncheon, hosted by the famous Washington Touchdown Club, was attended by almost 1,000 leaders of the business and civic community. The Senators opened the major league baseball season April 10th. Ballantine is sponsoring extensive radio and television broadcasts of the new team's games. This month likewise marked opening day games for the American League champion New York Yankees, Philadelphia Phillies and Richmond Virginians, whose play-by-play activities are also broadcast by Ballantine.

PINPOINTED...

Up The Ladder

Promotions in the news: *Patricia O'Mealia* from Clerk-Typist to Stenographer-Clerk in the Sales Department . . . *Jean DeVona* from Clerk to Calculator Operator in the Delivery Department . . . *Edward J. McDonald* from Bottle Salesman, Wethersfield, Conn. Branch, to District Sales Representative in the North Atlantic Division . . . *Peter S. Martin* from Tour Guide to Administrative Assistant, Sales Manpower Development Section . . . *Arlene Kelly* from Steno-Clerk to Secretary in the Sales Department . . . *Thomas F. Borke* from Supervisor Trainee to Supervisor 1 in the Warehousing Department . . . *Edward P. Stahl* to a District Sales Manager's post in the Central Atlantic Division . . . Mr. Stahl previously served in several supervisory and managerial positions in the Merchandising Division.

* * *

New Posts

General Sales Manager *William H. Alley* has announced the promotion of *John C. Lapp* to Office Manager of the New Jersey Local Sales Division office in Newark . . . Mr. Lapp started his Ballantine career in 1938 as an office boy . . . For several years he had been Assistant to the Bottle Sales Manager of the New York Local Sales Division . . . Mr. Alley has also announced the appointment of *Thomas E. Stuckart* as Manager of Supermarket Sales . . . Working closely with Division Managers, Mr. Stuckart will be concerned with developing ways of increasing our share of the business in this important segment of the trade.

* * *

Elevator Phones

In the very near future telephones will be installed in the main passenger elevators located in the Utility Building and the General Office Building . . . The phones will serve as an emergency means of communication in case of mechanical failure while the elevators are in operation.

* * *

Elected President

Pete Scoles of Industrial Relations has been elected President of the New Shrewsbury Little League . . . As one of the parents supervising the town's Little League activities, Pete has held several offices . . . Prior to his election as President he was Vice President . . . Early this year he was appointed a Recreation Commissioner in New Shrewsbury.

* * *

Enviably Record

William Stottmeister is another person who takes the word steady literally . . . Bill marked his 20th anniversary with Ballantine last month and at the same time observed the 20th anniversary of a perfect attendance record . . . The only days he missed since 1941 occurred last September when there was a death in his family . . . Bill is a Shift Supervisor in the Delivery Division.

* * *

Executive Changes

Several changes of assignment at the executive level of the Sales Department became effective on April 1st . . . *Harry J. Schramm*, formerly Manager of the South Atlantic Division, is now Special Assistant to the General Sales Manager with responsibility for Company participation in trade conventions, expositions and other events . . . *Fred L. Heimlich, Jr.*, formerly Manager of the New England Division, is now Manager of the South Atlantic Division . . . *Cameron E. Morrison*, formerly District Sales Manager for the State of Georgia, is now Manager of the New England Division.

* * *

Three Retire

Warehousing's *James J. Greenwald*, Engineering's *Teseo Tarantino*, and the Yard's *Nicola Ciccone* retired at the end of last month . . . Of the three Mr. Greenwald was the senior in service . . . He has been a member of the Quarter Century Club since last year . . . Our best wishes to the three for a happy retirement.

* * *

Fire Commissioner

Public Relations' *Thomas J. Wilkinson* has been named a Fire Commissioner in East Orange . . . The appointment is the latest in a series of community posts Tom has held in recent years.

* * *

Prize Winners

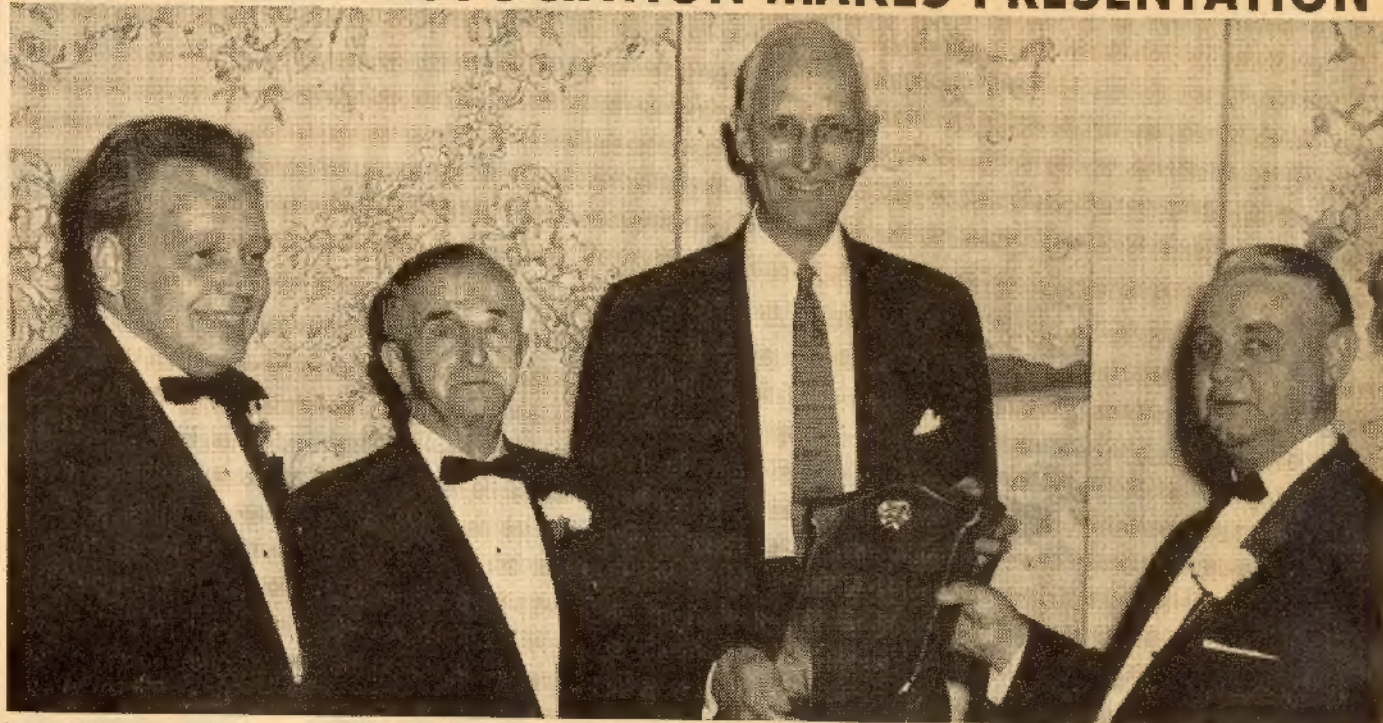
Two persian kittens owned by *Mrs. Emil Helfer* won four ribbons each at the Delaware Valley Cat Fanciers Show held at the Bordentown, N. J. Armory last month . . . Mr. Helfer is a District Sales Manager in the Central Atlantic Division.

* * *

Says Thanks

Bottling's *Chester G. Stevens* sent the following note to Three Rings Newspaper late last month: "I would like to thank the Ballantine Plan and the Blood Bank for the prompt way in which they responded to my needs during my recent illness . . . I would also like to express my appreciation for all the get-well cards I received from my co-workers."

BENEVOLENT ASSOCIATION MAKES PRESENTATION



IN APPRECIATION — Highlight of the successful 25th annual reception and ball held this month by the Ballantine Benevolent Association, was the presentation of a plaque honoring Mr. Carl and Mr. Otto Badenhausen. The plaque, accepted by Vice President R. N. Bostock, was given "in sincere appreciation and gratitude for their outstanding support and encouragement of the P. Ballantine & Sons Benevolent Association." In photo, from left, are: Bill Barker, Chairman of the reception and ball committee; Charles Jegge, financial secretary of the Association; Mr. Bostock; and Peter Thier, President of the Association.

Mr. Messina Marks 35th Anniversary; Service Pins Presented to 44



Fred Messina

Purchasing Agent Fred Messina marked his 35th anniversary with Ballantine last month. Mr. Messina will receive his 35-year pin at the annual Service Awards dinner in June.

Forty-four employees received Pins last month as they observed either their twentieth, fifteenth, tenth or fifth Ballantine anniversary.

The recipients were:

20 Years

David T. Adams, Warehousing
Fred W. Albrecht, Delivery
Charles Baudistel, Delivery
Otto Cupka, Delivery

Close To Home

It is with sincere regret we report the death of the following employees during recent weeks:

William Mertz, Bottler. Mr. Mertz joined Ballantine in 1942 and would have observed his 20th anniversary with the Company next March. He lived at 56 Second Street, Highlands, N. J.

Edward Adams, Bottler. Mr. Adams started his Ballantine career in August, 1942 and would have observed his 20th service anniversary next year. He lived at 128 40th Street, Irvington.

Andrew Ham, Brewer. Mr. Ham joined Ballantine in July 1947 as a Brewer. He has a brother, Leon Wlasuik, also a Brewer. Mr. Ham lived at 189 Baldwin Street, Bloomfield.

Walter A. Ferguson, Bottling
Arthur R. Finter, Warehousing Supervisor
John J. Freeman, Engineering
John Gammer, Warehousing
Ernest Koerner, Delivery
Thomas Levandoski, Delivery
George Mirkovich, Delivery
Albert E. Platz, Assistant Division Superintendent, Warehousing
Joseph Semak, Delivery
William A. Stottmeister, Shift Supervisor, Delivery
Louise E. Tehes, Office Supervisor, Purchasing

15 Years

Albin M. Kubilus, Engineering
Robert McClung, Electrical Superintendent, Engineering

10 Years

Arthur Anson, Shift Supervisor, Bottling
William A. Bingle, Warehousing
Dorothy Burricelli, Production
James F. Celestino, Technical
Charles G. Glynn, N. Y. C. Bottle Sales
Dominick Giovinazzo, Engineering
Thomas Korduba, Engineering

Jeremiah P. Lucy, Purchasing
James A. Marotta, Red Bank Branch
Borys Prociuk, Engineering
John R. Sapienta, N. Y. C. Bottle Sales
John A. Stuppi, Warehousing
Raymond R. Syganiec, Engineering

5 Years

James J. Barrett, Tillson, N. Y. Branch
Frank Dancisin, Warehousing
Olga C. Dlugosz, Credit
Arthur Ellis, Warehousing
Francis Joyce, Engineering
Edwin G. Kaiser, Engineering
James J. Kearns, Jr., District Sales Representative
John F. Lehive, Jr., Red Bank Branch
Dorothea Leick, Warehousing
Walter C. Magruder, Hall, Maryland Branch
Leo J. Malinowski, Warehousing
Anthony Moschuk, Garage Supervisor
Jane H. Walters, Accounting
Robert Zylstra, Warehousing Supervisor

"Wise Owl" Award To Wilverding



JOINS CLUB — Yardman George Wilverding (second from right) wears happy grin as he receives "Wise Owl" award from Personnel Manager Ludwig E. Schueler. George earned the award, and entered the Wise Owl Club, because he was wise enough to wear the safety glasses provided for him on the job. They saved him from possible eye damage recently. Pictured at left is John Gunner, Assistant Warehousing Department Superintendent. At right is Donald A. Morrison, Assistant General Transportation Manager.

Blood Bank Needs Help; Collection Now Being Held

The two-day Collection for the Ballantine employees' blood bank is being held on the fourth floor of the Utility (Garage-Cafeteria) Building instead of in the Transportation Department auditorium as was announced in last month's Three Rings. The Collection will end on April 27th.

The need to replenish supplies in our blood bank was brought home very forcefully since the last edition of Three Rings went to press. Two days after our March edition was mailed the blood bank was asked to supply thirty pints of blood for a gravely ill employee. The request, naturally, was granted.

Filling large needs like this is highly unusual but the experience proved that it can happen. Without a very enthusiastic response during the Collection now in progress, our blood bank will not be able to help others who need blood urgently. Please think about it seriously. There is little discomfort in giving a pint of blood. It can be very comforting to the person receiving it.

If you're too busy to make it to the Collection area, Cameron Shaw of the Personnel Division will be happy to make an appointment for you at the Ballantine Memorial Center Essex County Blood Bank headquarters in East Orange. Our blood bank is a member of the county organization. Mr. Shaw can be reached at extension 403.

To Open "3-Ring" Shop For Employees

In answer to mounting inquiries and requests from employees about the availability of Ballantine party and novelty items, a "3-Ring" Shop dealing exclusively in these items and catering to all Ballantine employees will open sometime in the near future.

The shop will feature items such as barbecue kits, cigarette lighters,

ice buckets, beer glasses, earrings, tie pins, key rings and many other attractive articles at discount prices.

All the various items carry Ballantine identification.

Bulletin boards will carry the exact location and date that the "3-Ring" Shop will open. Be sure to visit it when it does.

In The Family

Married. Doris Votyko, Sales, to John Zitlofsky at a ceremony in Bayonne.

Married. Thomas W. Greelish, Warehousing, to Peggy Ann Ochs at a ceremony in Orange.

Married. Allen B. Stern, District Sales Representative, to Anna Rita Forman at a ceremony in Norfolk, Virginia.

Married. Michael T. Ronco, III, Bottling, to Carol Lynn Cerreto at a ceremony in West Orange.

Born. A daughter, Lorraine Shirley, to Mr. and Mrs. Vincent J. Goldy at East Orange General Hospital. Baby Lorraine weighed seven pounds, seven ounces at birth. Mom is the former Barbara Dino who worked in Merchandising before leaving the Company last year.



Baseball Fans. Lyndon B. Johnson, Vice President, will attend the new Washington Senators baseball club, at "wel Washington Touchdown Club, was attended by all the major league baseball season April 10th. Ballar games. This month likewise marked opening day Phillies and Richmond Virginians, whose play-by-

WABC Honors Mrs. Szymanski

Mrs. Stephanie Szymanski, Secretary to Credit Manager Art Gustafson, was picked for a "Girl Friday Salute" by Radio Station WABC, N. Y. early this month.



Stephanie Szymanski

As part of a current feature, the station picks a "Girl Friday" every day, from names which are sent in by the public, and the lucky secretary is saluted over the air and sent a famous "Orchawaii" corsage. Stephanie is shown wearing the corsage, which was delivered to her at the brewery.

INDUSTRY NEWS

Asks Extension

President Kennedy has requested Congress to extend for still another year a \$1 per barrel increase in malt beverage excise taxes, first levied as a three year "temporary" revenue measure in 1951. Since 1954 Congress has annually prolonged the increase. The tax is one of several the President has asked to be extended.

The \$1 per barrel increase would end June 30th if Congress failed to act on it. Counting the \$1 increase the Federal excise rate on malt beverages is \$9 per barrel.

* * * Acceptance

The USBA News Letter has taken note of a recent Burroughs Corporation ad which features a tempting photo of Ballantine Ale and Beer bottles and two full glasses of our sparkling brews. The News-Letter reported, "American industry's matter-of-fact acceptance of beer and brewing as an integral part of the American economy is illustrated by a Burroughs Corporation ad in current national magazines. Dominating the illustration are two bottles and foam-crested glasses of Ballantine Beer and Ale, with an adding machine in the foreground, over a headline: 'Burroughs accounting equipment shares 27 years of growth and progress.' Copy stresses Ballantine's growth, with its business office use of Burroughs equipment keeping pace."

"Summer on Ice - 1961" To Be Telecast June 6

The United States Brewers Association will sponsor "Summer on Ice - 1961", television's finest skating extravaganza, in color, Tuesday, June 6 at 10 p.m. (EDT) over NBC-TV.

Actor Peter Lawford has been signed as host of TV's most colorful ice show and he will introduce the fabulous Ice Capades, headlined by Ronnie Robertson, the world's fastest spin skater.

Completing the all-star variety show will be the inspired antics of the Kirby Stone Four and the unparalleled singing of glamorous Miss Peggy Lee. These elements will be combined to offer viewers



Peggy Lee



Peter Lawford

the summer's most entertaining show. The program will mark the third time the U. S. Brewers have sponsored the Ice Capades troupe in a "Summer on Ice" show.

Peter Lawford is a versatile actor whose abilities extend to dancing, singing, and turning a witty quip. Special guest star Peggy Lee has musical creative capacities which know no limitations. Besides just singing so well that no one has ever successfully imitated her, she is a composer, arranger, sound technician and music publisher who has gained success in nearly every entertainment medium.

TROPHY AWARD



WINNING SMILES — William L. Karpf, left, Ballantine's Chesapeake Division Manager, is all smiles as he receives trophy won by Ballantine float from TV star Gardner McKay. The float carried New Jersey's Cherry Blossom Princess in the Parade of Princesses, which was part of the National Cherry Blossom Festival proceedings in Washington, D. C. early this month. The float was entered in the parade by Ballantine's Washington Branch. Mr. Karpf is also Vice President of the N. J. State Society in the District of Columbia.

THREE RINGS SPORTSCOPE



EXTRA FINE — One of the leaders in the Extra Fine Division is the Laboratory 2 team. From left are: Fred Obelliero, Ed Chrzanowski, Larry McClusky, Charles Socienski and Fred Beck. Sitting: Captain John Betz. Charles Meade and George Chelak, also members of the team, were not present when photo was taken.



GOING THE RIGHT WAY — The One Way Pints team, now holding fourth place in the Girls' Bowling League, took time out to pose for the Three Rings photographer last week. From left are: Catherine Conklin, Josephine Kiley, Diane Miksza, Helen Miller, Lenore Gilbert and Catherine Mullee.

Employees' Golf Tournament May 6

The Spring Golf Tournament for Ballantine employees will be held on Saturday, May 6, at the Asbury Park Golf & Country Club in Neptune. The deadline for entries is April 28th.

As in past tournaments, the ac-

tion will be divided into three flights based on handicap. In addition, contests and awards are planned. For further information contact any of the members of the golf committee. Their names are posted on the bulletin boards.

Classic in Final Weeks

With only five nights of action remaining in the 1960-61 Ballantine Classic, the Tigers team holds a one game edge over the second place Indians. Lindy Faragalli, Jim Santoro, Graz Castellano and Mike Esposito make up the Tigers squad.

Highlight of the Classic activity early this month was a new high individual series mark of 748 set by Al Fuscario of the Chiefs team. Fuscario gave the big crowd, watching the matches on April 9th, a thrill in the third game of the series as he almost rolled a 300.

He ended up with a 279 because he left one shaky pin standing in the seventh frame.

The remaining Classic schedule is as follows:

- April 23 — Paterson Recreation Bowling Center, Paterson, N. J.
- April 30 — Holiday Lanes, Burlington, N. J.
- May 7 — Interstate Lanes, Ramsey, N. J.
- May 14 — Elm Lanes, Eatontown, N. J.
- May 21 — Echo Lanes, Mountain-side, N. J.

Roll-Offs In Sight For Men Bowlers

The Men's Bowling League roll-offs for the company bowling championship are set for May 12th at the Bowlero in Clifton, but there's going to be plenty of excitement in the division races before that day rolls around.

At this writing, only a scant two or three nights of bowling remain in the eight division contests and no team has as yet wrapped up a division title to qualify for the roll-offs.

In fact, there are ties for first place in the Handy, Beer, and Ale divisions, and in two other divisions a game or a game and a half is all that makes the difference between first and second.

Adding to the excitement is the knowledge that the men's teams are now in "bumper" activity with the first place team meeting the second place team, and so on down the line, for the remainder of the season.

Getting down to cases here's the story:

Handy Division — The Accounting and Traffic teams are tied and Personnel, last year's company champion, only trails by two games.

Ale Division — The Lucky "13" and Old Pro's squads are knotted but the Drivers "10" contingent is still very much in the picture. The Drivers are a game and a half behind the leaders.

Beer Division — The Hot Shots and Brooklyn squads, top contenders for the division title all season, are tied and are the only two teams still in the running.

Three Ring Division — Area 2 holds a four game edge over Plant 2 Fermenting.

Purity Division — The Crisp Refresher team holds a substantial six game lead but the Bottle Drivers 1 and Machinists 3 squads haven't given up yet. The Drivers are in second place and the Machinists squad is in third, only a game behind the Drivers.

Flavor Division — The Brewery Supervisors team holds a big four game lead over Receiving.

Body Division — The Bottle Drivers 7 team, which won the division title last year, holds a one game lead over the Draught Platform squad.

Extra Fine Division — The Laboratory 2 team has a game and a half edge over the Traffic Office keggers.

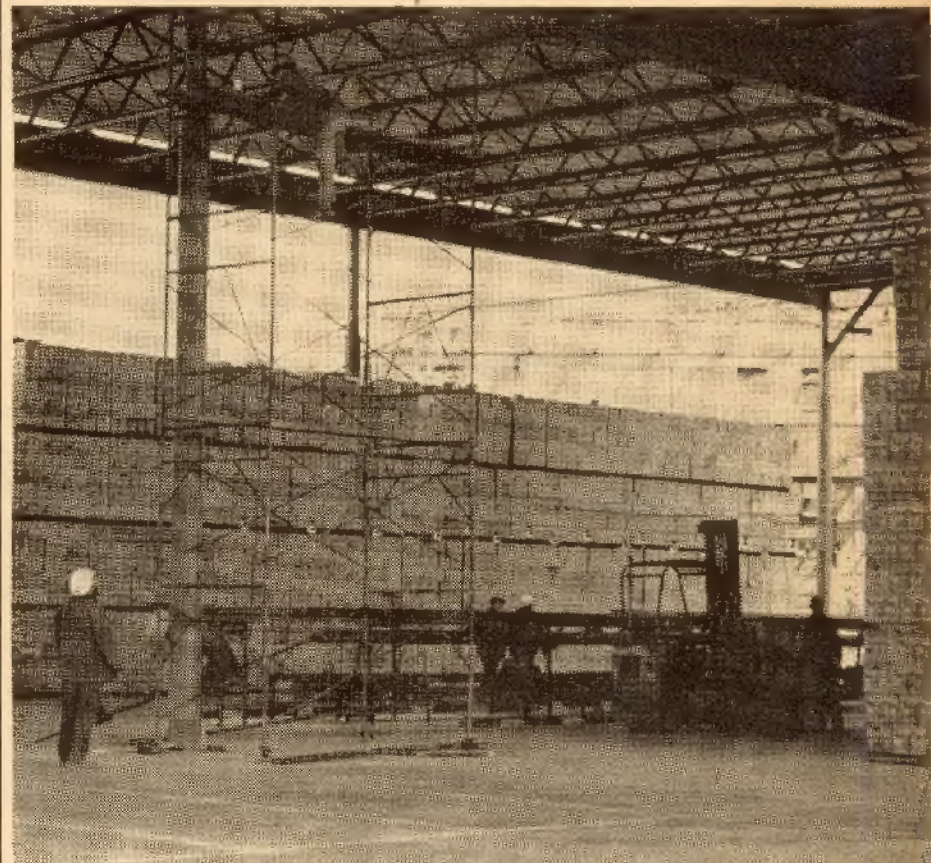
Close Contest

The Bally Belles are holding on to a slim game and a half lead over the Cool Refreshers in their quest for the Girls' Bowling League championship.

The two teams have been seeing sawing in first the last few weeks with the Bally Belles recapturing that position only last week. Three more nights of bowling remain until the end of the season.

The Bally Belles are headed by Pat Paxton. Her teammates are Irene Drobish, Madeline Husvar, Gerry Percell, Kay Winrow and Dolores Reed. The Cool Refreshers have Pat McCusker as captain. Other team members are Dot Gallagher, Angelina McDonough, Jane Walters, Mildred D'Alessandro and Carol Stachnik.

CONSTRUCTION FRONT ACTION



Arthur Anson, Shift Supervisor, Bottling
William A. Bingle, Warehousing
Dorothy Burricelli, Production
James F. Celestino, Technical
Charles G. Glynn, N. Y. C. Bottle Sales
Dominick Giovinazzo, Engineering
Thomas Korduba, Engineering

Dorothea Leick, Warehousing
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"Wise Owl" Award To Wilverding



JOINS CLUB — Yardman George Wilverding (second from right) wears happy grin as he receives "Wise Owl" award from Personnel Manager Ludwig E. Schueler. George earned the award, and entered the Wise Owl Club, because he was wise enough to wear the safety glasses provided for him on the job. They saved him from possible eye damage recently. Pictured at left is John Gunner, Assistant Warehousing Department Superintendent. At right is Donald A. Morrison, Assistant General Transportation Manager.